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The Copenhagen Hotel as gathering point for Europe's bloggers

A&O is holding a three-day blogger's weekend at the newly opened A&O Copenhagen Nørrebro from 19 to 21 May 2017. The hotel expects 20 influencers from the areas of travel, lifestyle, family and art.

"The event is an integral part of our strategy to improve our media connection to Generation Z. So we plan to surprise the influencers with a programme that is bound to get the collective hearts of bloggers and guests beating faster", says a visibly delighted Elisa Louis, social media manager of the hotel chain.

The aim is to achieve subtle but deliberate positioning of the A&O brand. A&O invited suitable micro-influencers from Germany, Austria, Greece and Denmark to attend the event and get the ball rolling. They will be let loose to post articles and stories on Instagram, YouTube, their own blogs, on Facebook or Snapchat.

Besides room and board, the hotel chain is also sponsoring all of the fun activities. The guests will take part in a guided bike tour with a locally-based blogger, spend the evening mixing cocktails at the hotel bar and team up with our partner Spoonflower to create personal mementoes.

"The new target group has a keen eye for design and is looking for positive messages with a visual appeal. A&O will rebrand and transform in 2017, and guests are meant to notice the difference. Authentic influencers will help us reach this goal", emphasises Oliver Winter, CEO of the A&O chain.

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Company's press and download section:
<https://www.aohostels.com/de/presse/>

About A&O HOTELS and HOSTELS:

A&O HOTELS and HOSTELS has operated 32 hostels in 20 cities and five countries (Germany, Austria, the Netherlands, Czech Republic, Denmark) since 2000. Europe's largest provider of hostel accommodation, the chain records 20 percent growth p.a.; additional establishments will open in Bremen, Copenhagen and Venice in 2017.

With around 23,000 beds and over 3.7 million overnight stays, A&O posted revenue of around €114 million in 2016. The chain positions itself on the market as a provider of centrally located hotel properties with the best value for money for its guests.

The brand provides a wide range of ensuite room categories, providing accommodation for travel-oriented target groups from single travellers, couples, families through to large groups under one roof. Their reasons for travelling include leisure/city breaks (40 percent), group/class trips (37 percent), family holidays (15 percent) and business travel (8 percent).

The company enjoys above-average direct sales and online marketing: 52 percent of the guests book their accommodation online; aohostels.com is the most popular booking channel. Around 19,600 class trips have come to rely on the service and quality we offer.

The hotels and hostels are 4-star QMJ certified, reviewed by the TÜV (Technical Inspection Association) in accordance with the 'Youth Hostel Quality Standard' and carry the youth travel quality seal of 'Reisenetz Deutschland' (Travel Network Germany). The A&O group has received the Double A Rating from the TREUGAST Solutions Group for the third year running.

Actively involved in sports and education, the chain has supported SOS Children's Villages since 2004, youth sports at 1. FC Union Berlin since 2010, youth sports at SK Sturm Graz since 2014 as well as at SV Viktoria Pilsen since 2016.

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